

The background of the entire page is a collage of food-related images. In the top left, there's a close-up of a tomato. To its right is a green pepper. Below the tomato is a bowl of white rice. In the bottom center, there's a clear glass filled with water. The text is overlaid on a white rectangular box in the center of the page.

Buy Local, Buy Wisconsin Program

2011 Annual Impact Report

Wisconsin Department of
Agriculture, Trade &
Consumer Protection



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BUY LOCAL, BUY WISCONSIN PROGRAM OVERVIEW

Buy Local, Buy Wisconsin is a comprehensive economic development program designed to create models for local food systems by working with farmers and food buyers to develop new markets for Wisconsin grown food products. The components of this program have included:

- A competitive grant program that funds local food efforts to increase the sale of Wisconsin grown or produced food products.
- Technical assistance to farmers, communities, businesses, and nonprofit organizations seeking to increase the sale of Wisconsin produced foods.
- Identifying and addressing hurdles facing regional food system development, such as distribution, food safety, access to markets, state policy, and institutional purchasing.
- Working in partnership with the Wisconsin Local Food Network to increase statewide networking and communications around local food.
- Complementing the work of existing local food programs, including *Something Special from Wisconsin™*, *SavorWisconsin.com*, AmeriCorps Farm To School project, and other efforts across the state.

For more information on the Buy Local, Buy Wisconsin program, email DATCPBLBW@wisconsin.gov or visit datcp.wisconsin.gov, under Business, Buy Local Buy Wisconsin.



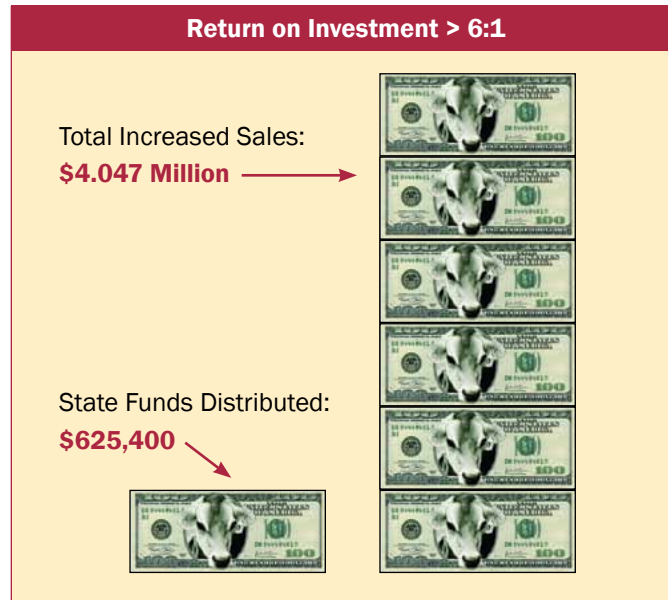
PROGRAM ACTIVITIES 2011

Buy Local, Buy Wisconsin Grant Overview 2008-2011

Program Description

The Buy Local, Buy Wisconsin (BLBW) competitive grant program was launched in 2008 to strengthen Wisconsin's agricultural and food industries. The grants work to reduce the marketing, distribution, and processing hurdles that impede the expansion of sales of Wisconsin's food products to local purchasers.

Direct Return
State Investment = \$625,400
Over \$4 million in new local food sales
Over \$640,000 in new investments
51 new jobs created
50 jobs retained
Over 1,900 producers benefited
796 WI markets benefited



Comprehensive Impact to the State

Keeping food dollars in Wisconsin communities supports local businesses, improves farm incomes, and creates jobs. The BLBW grant project recipients have reported on work from July 2008 to December 2011. Each demonstrates success and positive impact in Wisconsin communities.

The impact of the BLBW grants is far-reaching across all Wisconsin counties. Over 1,900 Wisconsin producers have positively benefited from increased sales resulting from the grant funds. As a result of these grants, 51 new jobs have been created across the state, and 50 jobs have been retained.

The grant recipients have directly generated over \$4 million in new sales of Wisconsin food products. These dollars went to Wisconsin farmers, cooperatives, processing facilities, and distribution companies. Furthermore, these dollars circulated in their communities and to all of the suppliers and services these groups depend on.

Year	Funded Programs	Total Funds	Average Grant	Funding Range
2008	7	\$225,000	\$32,143	\$12,155 - \$43,580
2009	9	\$222,700	\$24,744	\$14,000 - \$40,000
2010	5	\$177,700	\$35,540	\$17,700 - \$45,000

Buy Local, Buy Wisconsin Grant Highlights

The need for the Buy Local, Buy Wisconsin Grant program remains high. From the start of the program in 2008, 207 applications have been received requesting over \$7 million. To date, BLBW has funded 21 projects for a total of \$625,400.

The 21 funded projects are making great strides in the areas of infrastructure development, market development, agriculture tourism, producer development, and much more. Below are a few highlights:



2008 Recipient: Wisconsin Agricultural Tourism Groups

- Implemented the Autumn Harvest Trail for promoting southeastern and southcentral Wisconsin food producers
- Generated over \$400,000 in increased sales to 18 WI producers
- Brought over 1,200 new travelers to a WI agri-tourism destination
- Increased exposure through collaborative marketing for all producer participants and drew more tourists to Wisconsin



2009 Recipient: Vernon Economic Development Association

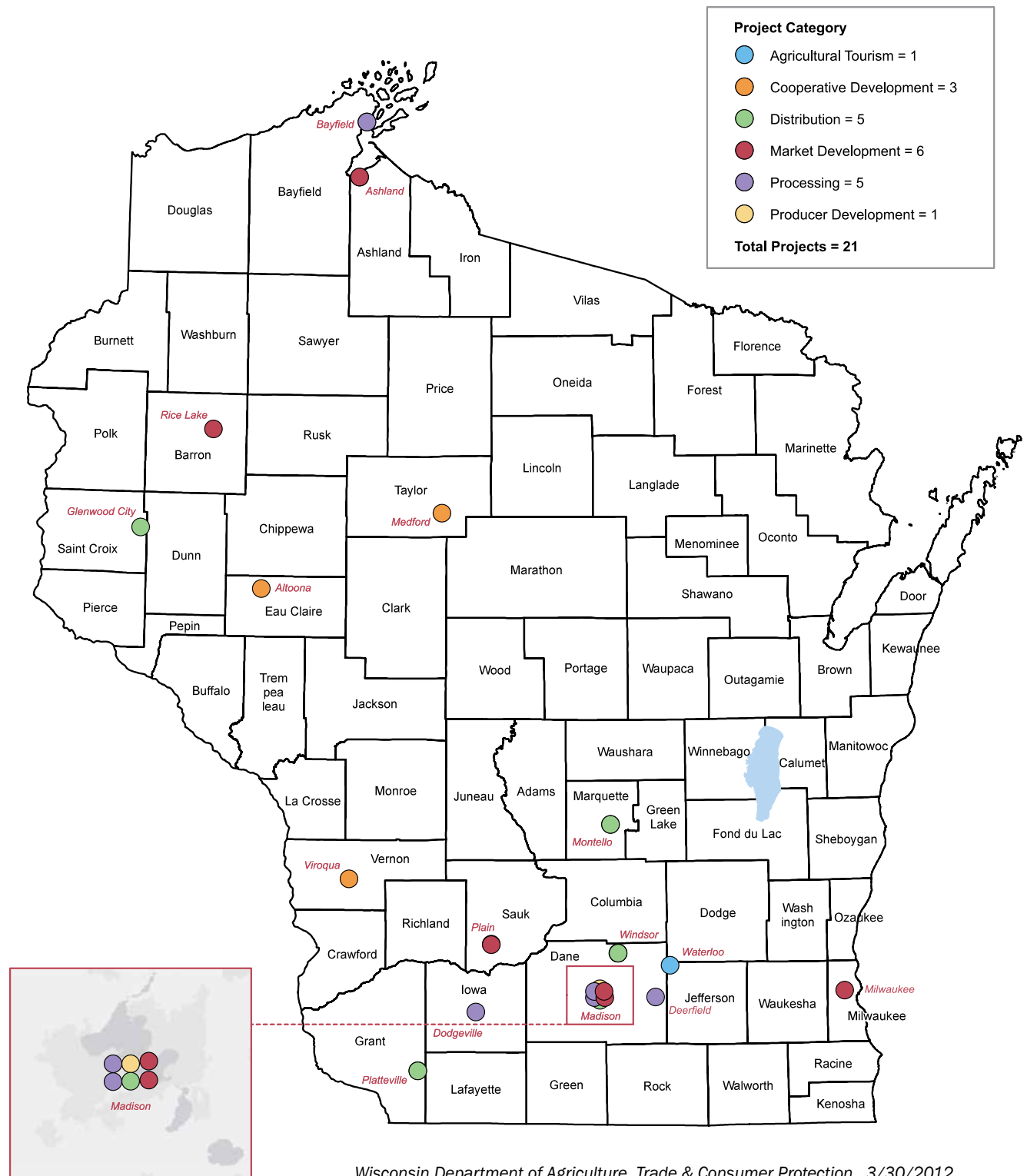
- Created critical infrastructure to overcome production, processing, and distribution hurdles facing local food system development
- Developed a multi-stakeholder cooperative, Fifth Season Cooperative (FSC) that provides the necessary coordination between producers, processors, distributors and institutional food buyers
- Established relationship with the new Food Enterprise Center in Viroqua, as the "food hub" and with Reinhardt as the distributor
- Continue to look for value-added products to add to FSC offerings by partnering with community kitchens



2010 Recipient: Neesvig's, Inc.

- Delivering the bounty of Wisconsin Initiative
- Additional local food products sales by the company in 2011 to about 320 Neesvig's Wisconsin customers
- Increased sales of dairy products by 159% and meat products by 93%
- Created three jobs and retained two jobs through this project

Buy Local, Buy Wisconsin 2008-2011 Grant Map





Northside Planning Council, Inc.

FEED Madison Small Producer Co-packing Service

Project Duration:
January 2011 – December 2013

Counties Impacted: Dane, Columbia, Sauk, and Rock

Award Amount: \$45,000

Project Contact: Ellen Barnard,
ellenb@feedmadison.org

IMPACT

- Secured site for community kitchen space
- Launched a campaign to raise needed funds
- Identified potential clients and trainers

BLBW Grant: 2010 Funded Program Details

Northside Planning Council, Inc.

Project Purpose

The Food Enterprise & Economic Development (FEED) project is creating a co-packing service for farmers that will allow small operations to sell packaged, processed and value-added products through wholesale and retail markets.

Background

With growing demand for local foods, there are a larger number of small farms working to meet consumer needs. For these small farms to have an economically sustainable business model that will lead to long-term success and profitability, farmers need to have processing capabilities to offer more diverse products throughout the year. Excess product from a surplus harvest can be processed into value-added products, extending the selling season and expanding the customer base.

Project Outcomes

The FEED project has implemented a fundraising effort for needed monies in order to begin construction on a shared use, certified food processing kitchen with commercial-grade equipment. To ensure when the commercial kitchen opens it is a self-sustaining business for nonprofit and for-profit use, the project is working to avoid taking a large debt load. The commercial kitchen site has been selected for construction near the Dane County Regional Airport. FEED will own the building, and the land will be secured on a long-term lease. The building design has

been developed and will include five commercial kitchen spaces to prepare meat, produce, bakery and deli products. A detailed business plan has been established. Kitchen spaces will be rented on an hourly basis and be available for use year-round.

One of these kitchens will be used as a training and community space. FEED is forming a team of trained processors, who will offer processing assistance and training to create recipes, marketing strategies and brand identity. FEED will be a connection between farmers and others in the local food systems. The project continues to build relationships. Committed users of the kitchen include caterers, food cart vendors, food product developers and new food business start-ups. School and youth garden programs are interested in using the space for teaching and making value-added products. Many of the users of the kitchen will be low-to-moderate income individuals seeking to supplement their incomes, become economically self-sufficient or grow their small food business. A website has been established to share updates on the project.

Future Plans

Upon completion of the capital fundraising campaign, construction will begin on the new community kitchen. When the kitchen is completed, outreach will be done to recruit users and host training sessions. Plans are for the kitchen to be operational in 2013.



Clock Shadow Creamery

Urban Cheese Factory Development

Project Duration:
January 2011 – December 2012

Counties Impacted: Milwaukee, Waukesha, and Walworth

Award Amount: \$45,000

Project Contact: Robert Wills,
bob@cedargrovecheese.com

IMPACT

- 25 producers have benefitted from the project
- New products have entered five retail markets, one distribution hub and two restaurants
- Two new jobs have been created and one job has been retained

BLBW Grant: 2010 Funded Program Details

Clock Shadow Creamery

Project Purpose

Milwaukee's first urban cheese factory will provide customers and food service establishments with fresh and ethnic dairy products, teach environmentally responsible manufacturing, provide training for urban workers and keep area dairy farms in business.

Background

Cedar Grove Cheese of Plain, Wisconsin has been selling cheese in the Milwaukee market for years but is limited by the logistics of moving fresh product across the state and into stores in a timely manner. A team identified a new, environmentally innovative building on Milwaukee's near south side that could support a cheese factory. This neighborhood is ethnically diverse and had been targeted by the city for development. This location is close to a micro-brewery, many restaurants, a market and high school. The cheese factory can successfully operate at this location and offer important services to the community.

Project Outcomes

Clock Shadow Creamery has begun the first stages of building and continues to make design decisions as needed. Equipment for the factory has been ordered and purchased. The Dairy Business Innovation Center (DBIC) assisted Clock Shadow Creamery on the business plan and clarified requirements for financing and cash flow. Standard operating procedures have been written for Clock Shadow Creamery, and in turn, allowed Cedar Grove Cheese to review and improve their own procedures. Recipes for the cheeses are being developed. Clock Shadow Creamery is in the process of

training two cheese making employees. Clock Shadow Creamery remains committed to community education and is collaborating with other building tenants to promote community nutrition, wellness and local food sourcing. Other partnerships have also proven helpful to the project. The Creamery formed a joint operating arrangement with Purple Door Ice Cream Company, which will allow both companies to bring in additional customers.

Clock Shadow Creamery received a market analysis report from a consultant. The report showed the need for bilingual employees and translation of marketing materials. Promotional activities continue to promote Clock Shadow Creamery, including a Facebook page. Statewide media, including Milwaukee newspaper, magazine and radio, have featured the project. Pictures of construction and highlights from press coverage have been shared on the Cedar Grove Cheese Facebook page. To further market their products, Clock Shadow Creamery joined the Something Special from Wisconsin™ program and arranged booth space at the Wisconsin Restaurant Show.

Future Plans

Clock Shadow Creamery will work to complete their contracts, finalize plans and formalize agreements. The Creamery will continue to develop their online presence through a new web page and social networking sites. Marketing materials including a logo, labels and packaging will be produced. When licensing is completed and inspections are cleared, a timeline will be made for development of education materials and courses.



Neesvig's, Inc.

Neesvig's Delivering the Bounty of Wisconsin Initiative

Project Duration:

December 2010 – June 2012

Counties Impacted: Dane, Green, Rock, Iowa, Sauk, Jefferson, Walworth, Dodge, Juneau, Adams, Outagamie, Brown, Columbia, Fond du Lac, Sheboygan, Milwaukee, Kenosha, Racine, Lafayette, Door, Marquette, Washington, Ozaukee, Manitowoc, Calumet, Lincoln, Kewaunee, Green Lake, Waushara, Winnebago, Waupaca, Shawano, Portage, Wood, Oneida, Vilas, Marathon, La Crosse, Richland, Crawford, and Grant

Award Amount: \$45,000

Project Contact: Todd Landfried,
tlandfried@neesvigs.com

IMPACT

- About 320 Neesvig's Wisconsin customers have bought local products in the past year
- Sales of dairy products increased 159% and meat products 93%
- Three jobs have been created and two jobs have been retained through this project

BLBW Grant: 2010 Funded Program Details

Neesvig's, Inc.

Project Purpose

Neesvig's Inc., a distribution company, employed a fulltime associate focused on researching Wisconsin suppliers and farms that sell and produce products for the local food service community. Neesvig's is developing a sustainable local food program other distribution companies will be able to learn from.

Background

As the local food movement strengthens, the food service industry needs a reliable and sustainable source to deliver Wisconsin products. Food service distribution depends on speed, efficiency, and low costs. Distributors struggle to deliver large numbers of local products in a timely manner. Similar to other distributors, limited resources have inhibited Neesvig's ability to develop a sustainable food program in the past. Neesvig's seeks to offer more local products from one source.

Project Outcomes

To meet this excitement of store and restaurant buyers for local foods, Neesvig's first needed to educate the farmers on the difference between directly marketing to consumers versus selling to a distributor in the food service market. Restaurants and stores need to be able to ensure availability, different package sizing, adapted pricing and standard business operating procedures.

Neesvig's adapted its inventory management to make room for new products in the warehouse and determine the best rotation system.

By attending local foods meetings and food events, the Neesvig's staff member was able to gain knowledge of the food industry and make networking connections with farmers, producers and cheesemakers. Through the project, Neesvig's has brought on over 20 new vendors and product lines.

Neesvig's has worked to promote and increase sales of their local suppliers. Neesvig's has created and distributed over 1,500 marketing materials at events and through sales visits. By using social media, the reach of one staff member has been extended to network with many others who support and demand local foods. Through the project Uphoff Family Farms is marketing pork to restaurants, Cold Spoons Gelato is using local milk and RP's Pasta Company is making exclusive pasta for Neesvig's with local cheeses. As a result of the grant, Neesvig's was able to increase sales of local products to local institutions, including Sauk Prairie Memorial Hospital, Epic of Verona and Fort Health of Fort Atkinson.

Future Plans

Neesvig's plan to share their availability of local foods through in-house publications and active participation in marketing shows this year. Relationships with the Institutional Food Market Coalition, Something Special from Wisconsin™ and Madison Originals will allow Neesvig's to further its reach and share its success.



Coolwater Farms, LLC

Increasing local seafood production and sales by developing collaborative fish processing and marketing

Project Duration:
January 2011 – June 2012

Counties Impacted: **Statewide**

Award Amount: **\$25,000**

Project Contact: **Jeffrey Malison,**
ljmalison@hotmail.com

IMPACT

- Processing fish for eight producers
- Produced 2,000 pounds of frozen tilapia, yellow perch and bluegill
- Retained six jobs

BLBW Grant: 2010 Funded Program Details

Coolwater Farms, LLC

Project Purpose

Coolwater Farms, LLC developed methods for transporting and processing fish raised by small Wisconsin fish farms and promoted the sales of locally raised Wisconsin seafood products.

Background

A primary factor limiting the development of Wisconsin's aquaculture industry is the lack of opportunities in the state for small farms to process their fish. Wisconsin currently has few facilities to process fish, and of these, most facilities focus almost exclusively on rainbow trout. Because of the small size of many Wisconsin fish farms, they cannot afford to construct and operate their own individual processing plant. The establishment of a collaborative mechanism for processing and marketing locally produced seafood products will expand the availability of Wisconsin fish to consumers and increase the profitability of our fish farms.

Project Outcomes

Through this project work, potential growers were contacted to determine their transportation, processing and packaging needs. Infrastructure changes were made at Coolwater Farms, LLC to ensure the capability to provide these services to interested growers while maintaining quality and ensuring cleanliness. Additional freezer space was added, improvements were made to the processing space and couriers were identified.

As a result of this project, procedures for processing trout, yellow perch, bluegill, bullhead and tilapia were established. The techniques used for

these species would be applicable to other species as well. Through the project, cost of processing was close to the goal of \$2.50-\$3.00 per pound.

Transportation to processing was considered for this project. Fish previously could only be delivered to the processor "on ice." Through the work of the project, delivery of live fish to holding ponds is another option. This allows more fish to be hauled at one time and more efficient scheduling of processing. A small holding pond was constructed near the processing facility to allow for this option.

Through this project, delivery of the fish from the processor to the market now has three options. Frozen product can be shipped directly from the processor to the customer via FedEx or UPS. Another option is the delivery from the processor to the area market by a courier. Several different species can be delivered on one route for the federal mileage rate. The last option allows the processed fish to be returned to the producer for individual sale. This last option has been helpful for tilapia producers marketing their own frozen fillets.

Future Plans

As the project continues, additional marketing for fresh and frozen trout will be developed. As supply and demand are confirmed, delivery routes to Wisconsin markets will be established. By improving efficiency of filleting operations and formalizing procedures, the cost of processing will continue to decrease. Finally, the project will work to organize yellow perch and bluegill growers to assist in the promotion of their products.



West Wind Community Co-op

Nourishing Northern Wisconsin II

Project Duration:
January 2011 – June 2012

Counties Impacted: Barron, Polk,
Sawyer, and Washburn

Award Amount: \$17,700

Project Contact: Tracey Mofle,
tracey.mofle@uwc.edu

IMPACT

- 19 producers have benefited from the project
- One job has been created from this project one job has been retained
- Increase of over \$17,000 of sales of Wisconsin products during project

BLBW Grant: 2010 Funded Program Details

West Wind Community Co-op

Project Purpose

Nourishing Northern Wisconsin II established a regional Local Foods Buying Club network, in partnership with supportive institutions and businesses, to expand marketing of local products to both individuals and institutions.

Background

With a Regional Local Foods Buying Club network, area farms and businesses will be able to increase profits while forming sustainable practices, a processing model and marketing opportunities. By being producer managed, an efficient local supply chain for production, processing and distribution will be established. Connections will be made with individual consumers and could be built on to include institutional sales. A case study can be made about this project to be replicated by others.

Project Outcomes

The West Wind Community Co-op was originally formed with the support of the West Central Wisconsin Community Action Agency, Inc (West CAP). When West CAP ended its Local Foods Program in June 30, the Co-op management committee, board members and staff needed to continue with additional financial challenges and less technical assistance. Project work continued, formalizing the Local Ordering Service.

Through project work, the monthly Local Ordering Service distribution strategy became efficient with one contracted staff person doing all the aggregation and order packing. Deliveries went to Polk County on Wednesday, Barron County on Thursday

and Sawyer County on Friday. This system overcame the challenges of consistency and communication among three separate delivery personnel. Fourteen institutions and businesses host the Local Ordering Service for their staff and community members.

Communication and marketing about the work of the project was fundamental to its success. Product sampling was held at work sites in October, which was beneficial for relationship building. Co-op news was shared at three educational speaking sites during the fall. During the holiday season, sales were expanded by offering meal and gift packages. A coupon incentive allowed sales to double from October to November. In December, the change was made to go to an email-only Excel order form for Local Ordering Service customers to cut down on mathematical errors and streamline the order collection service.

Wholesale sales were piloted with two schools, a medical center and two natural food stores. Because of the addition of wholesale orders, the project reached out to several new growers to gain a larger product supply.

Future Plans

As institutional sales increase, the project will work with DATCP and other advisors to ensure all the necessary steps are taken to comply with applicable regulations. A Standard Operating Procedure document is being developed to serve as a guide. More farmers will be surveyed to determine interest and ability to sell to institutions. A West Wind Community Co-op website and marketing materials will be developed with time.



Wisconsin Local Food Network

The Buy Local, Buy Wisconsin program is a member of the Wisconsin Local Food Network (WLFN). The Wisconsin Local Food Network engages, connects, and empowers local, regional, and state organizations as well as individuals to build sustainable, equitable, and resilient food systems. WLFN envisions vibrant local and regional food systems in Wisconsin that nourish the health and well-being of Wisconsin communities, conserve and enhance the natural resource base, and provide economic livelihood for a wide diversity of sustainable Wisconsin farmers and food businesses.

Historically, the WLFN has conducted the annual Local Food Summit since 2007 and operates a website and listserve to provide communication and networking opportunities.

In 2011, the WLFN went through an extensive strategic planning process that involved collecting feedback around the state from WLFN stakeholders and local food leaders. WLFN was pleased to announce the unveiling of this strategic plan in early 2012. A full look at the plan is available here: <http://wilocalfood.wordpress.com>.

2011 was also the first year that WLFN was able to support regional and topic based groups with mini-grants to work on projects that benefit local foods. Below is a quick look at the successes. For a full look at these projects and their reports please visit the regions or topic areas tabs on the <http://wilocalfood.wordpress.com> site.

Regional Projects:

SE Wisconsin

Strategic planning for the Milwaukee Food Council. Underwent a strategic planning session that led to the establishment of the Milwaukee Food Council organizational form, mission statement, goals, strategies and priority areas.

SW Wisconsin

Driftless Wisconsin Grown. Teamed with Crawford County UW Extension to develop a strategic plan, finalize bylaws, elect officers, and assign responsibilities.

NW Wisconsin

NW Wisconsin Regional Food Network (NWRFN) - Deepening Connections around a Community-Based Food System and Dunn County Local Food Summit. Created a regional planning team comprised of NWRFN, West CAP, UW-Barron County and Midwest

Organic and Sustainable Education Service (MOSES), which led to the launch of the first NW WI Regional Food Summit in March 2011. The Dunn County portion of the Northwest Wisconsin Regional project used their funds for a Dunn County Local Food Summit and had almost 50 people in attendance — from farmers, retail stores (Menomonie Food Co-op), and other agencies (UW-Stout, high school and county staff).

NE Wisconsin

Growing Our Local Food Economy — A Planning Session and Conference of Northeastern Wisconsin Resources. Hired a consultant to evaluate the farm-food economy in the eight county Green Bay areas. Work spawned the development of a NE WI local food conference in October 2011.

Southern Wisconsin

Collaborating to Strengthen the Dane County Regional Food System. Restructured County Food Council in an effort to increase attendance. Set new goals and developed action plans for 2012.

Topic-Based Projects:

Market Development

Leaders at Northeast Wisconsin Technical College served as a sales person and promotional strategist to support businesses making food products at the College's Woodland Kitchen & Business Incubator. Northeast Wisconsin Technical College staff contacted 20 area restaurants and grocery stores and received commitments from 13 who agreed to feature the Woodland Shared Use Kitchen products for a two-month product trial period. Initial contacts from Northeast Wisconsin Technical College allowed for the collection of important retailer information such as program dates, pricing and margin requirements, product liability, shelving parameters and promotional signage guidelines. Producers are ramping up production to meet demand. During the short time period of this grant and with the \$2,250 that was awarded, Sally Miller, the mini-grant manager, and the entrepreneurs at the Woodland Kitchen & Business Incubator used \$1,938 to generate \$3,809 in total gross sales, just shy of doubling the initial investment.

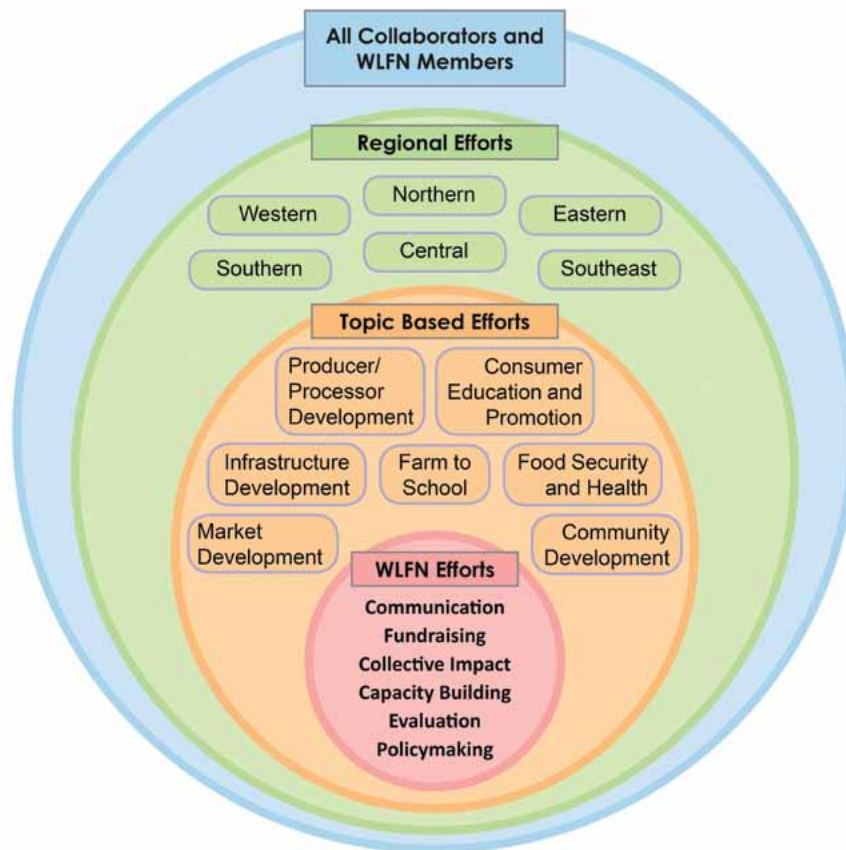
Producer Development

This team created a full-day workshop that they held at three locations in Wisconsin. Carl Rainey, a business consultant with DATCP, facilitated the morning program on business planning. Rainey has worked with entrepreneurs seeking capital since 2003. He provides assistance with writing business plans, sourcing project capital, analyzing financial performance of the business and suggests possible solutions to resolve issues.

In the afternoon, a panel of financial specialists representing different sources of funding gave a short presentation and led a Q&A session. In total, 58 participants attended and 41 evaluations were returned. Of those 41 evaluations, an overwhelming 40 stated that the workshop was useful with 16 participants saying that they now had the confidence to start a business plan.

Infrastructure Development

This team identified a significant lack of processor information as a critical obstacle to value added food production. As personnel shifted this project was eventually handed over in its infancy to Andrew Bernhardt, Food Systems Project Leader,



UW-Extension ANRE. He has started compiling a list of processors and has begun to refine this list to the specific processors that have business models that allow them to work with small to mid-sized local farmers. However, in his research, he quickly found that there was not an agency that adequately collects all the information that is needed. Many small operations go uncounted and for the operations that are listed, information such as minimum run size or the types of products accepted are not recorded. Therefore, although it may contain the vast majority of processors, the list may prove unhelpful to local farmers and local food advocates as a tool to help increase value

added food production. It is his recommendation that this database be developed into an online database that can be queried and editable by users. Maintaining this database would be too time-consuming and difficult for a single person let alone even a single organization. If this is to prove a useful tool, farmers, processors and local food advocates must take ownership of it and see enough value in this to keep it up to date.

As a part of the strategic plan, the WLFN has identified the need for continued opportunities to network and communicate beyond the annual Local Food Summit. As a result, the WLFN is partnering with regional groups to host the

2012 WLFN Regional Quarterly Gatherings across the state. At each gathering, participants will have the opportunity to:

Learn: Hear about WLFN efforts happening around the state, regional projects and policy updates that affect you.

Share: We want to hear from you! Provide feedback and input to the WLFN. Let us know how the WLFN can help you succeed. We want to know how we can help you and your project.

Network: Tell others about what projects you are involved with and find out about the many other efforts happening in your own region.

Check <http://wilocalfood.wordpress.com> for the next scheduled meeting.



Buy Local, Buy Wisconsin Workshop Road Shows

The Buy Local, Buy Wisconsin workshops provide producers with an affordable opportunity to learn technical assistance skills from regional experts and peers in a classroom setting. The 2011-2012 workshops covered three topics including Employee Management, Quickbooks, and Branding. Over 130 people attended the seven workshops held in Rice Lake, La Crosse, Oshkosh, Madison and Viroqua. About 80 people attended the workshops in person while over 50 people participated through webinar. When surveyed, all attendees reported having learned something new. When asked to rate the helpfulness of the information presented, the average response was 4.2 out of 5.

The Employee Management workshop focused on increasing communication, performance and teamwork in the workplace. This workshop was led by Linda Halley, Farm Manager of Gardens of Eagan Farm. Linda taught the best practices of interviewing, hiring, teamwork, employee evaluation, seasonality and delegating. In response to the workshop, one attendee commented, "Everything was great. We learned a lot of helpful information and are inspired to work on making changes."

At the Quickbooks 101 workshop, producers learned how to use Quickbooks for their accounting and tax purposes. The workshop was taught by Jill Kimmerly, who is a CPA and Certified Quickbooks ProAdvisor at Wegner CPAs in Baraboo. Topics included setting up a company, processing expenses, processing income and running reports. The session included an in-depth Q & A session. In addition, Buy Local, Buy Wisconsin teamed up with FairShare CSA Coalition (formerly known as MACSAC) to present an intermediate level Quickbooks workshop. Jill took the topics one step further in the intermediate level workshop to help more seasoned Quickbooks users answer specific questions.

Andrea Neu, owner of Image Maker marketing communications, gave an overview of brand development at the Branding workshop. "Andrea is very knowledgeable...this was all valuable information and much needed for businesses to be successful," wrote a producer. Attendees learned about brand development by discussing examples of successful branding projects, evaluating local food trends and understanding the 12 steps to successful packaging.



This year, BLBW better connected the workshops with the Producers First program, which aims to increase sales and profitability of Wisconsin producers by providing technical assistance through a qualified consultant. At each workshop, a staff person from Buy Local, Buy Wisconsin gave an overview of Producers First and showed a short video highlighting a Producers First project in that corresponding topic area. In addition, attendees were given the opportunity to network with regional consultants who could potentially collaborate on a Producers First project. As a result of this effort, three additional projects have been funded.

New to this year's workshops was the ability to attend via webinar. Webinars were free, interactive and attracted people from all corners of the state. Attendees were able to see, hear and talk with the speakers. Webinars were recorded, archived, and are available for viewing on the Buy Local, Buy Wisconsin website. With about 40% of this year's workshop attendees participating by webinar, it is clear webinars are becoming a popular alternative to attending in person. Looking forward, Buy Local, Buy Wisconsin intends to offer more webinars in addition to the in-person workshops.



IMAGE MAKER
MARKETING COMMUNICATIONS



34 producers have requested
and received support



93 producers have requested
support beyond program capacity

Figure 1: Producers First Support Requested since 2010.

Since the program began providing support in 2010, 127 producers have requested support from Producers First; 34 producers have been provided a total of \$89,600 worth of technical assistance. Each producer reports how they improved sales, increased profitability, and created jobs with this technical assistance. In many instances, producers continue to see the impact of their results years after the project end date. By improving a farm's technical capacity, the farm's overall viability can be impacted.

IMPACT

- \$438,901 increased sales of local foods
- \$601,798 in new investment
- 26 jobs created
- 55 jobs retained

Producers First

Producers First, a Buy Local, Buy Wisconsin program, provides education and resources for individual local food producers to grow their businesses. By meeting the needs of individual producers, the entire local food network in Wisconsin is strengthened.

The aim of Producers First is to build farm business capacity to increase the supply of local foods to Wisconsin's markets. Through one-on-one technical assistance, Producers First helps Wisconsin food producers meet goals to increase sales, become more profitable, and create jobs. Producers identify their own areas of need for technical assistance and select a consultant to assist them in areas such as business planning, financial and data management, sales and marketing, and whole farm planning.

To apply, producers complete a short questionnaire about food grown, sales, and technical support needed. If producers meet the minimum eligibility requirements, they are invited to prepare a three-page application that is reviewed by the Producers First Advisory Board, which consists of other farmers, farm professionals, and DATCP staff. Producers are selected to receive technical assistance based on their ability to demonstrate need, illustrate measurable outcomes, and be cost-effective.



Example Project Profiles

Carlson's Island View Orchard

Description

Carlson's Island View Orchard is located in the heart of Door County and features cherries, berries, and fresh produce. In addition, they have an on-site farm market with local produce, specialty foods, organic vegetables, and other products.

Project Activities

- Developed packaging for wholesale distribution of product
- Improved recordkeeping system to better track and manage production and sales
- Created a website that has the ability to sell products online

Results

- Created 1.5 jobs
- Seven new sales accounts including five restaurants and two grocery stores
- \$5000 invested into the business due to work with Producers First

Producer says:

"This is a very beneficial program. Our future plans are much more focused. I am certain that we would not have taken the time to develop and implement the bookkeeping system, the label upgrade, or the website, without the technical support the Producers First program helped us obtain."

Four Elements Herbals

Description

Four Elements Herbals is a specialty herb farm located in the pristine Baraboo Bluffs of central Wisconsin. They hand harvest specialty herbs at their peak potency and blend them in small batches of diverse value-added products.

Project Activities

- Completed a feasibility study and business plan to bring herbal teas into grocery stores

Results

- One job created
- Two new sales accounts
- Secured a USDA Value Added Producers Grant (VAPG) of \$300,000

Producer says:

"Connecting with DATCP has broadened my horizons for marketing my herbal teas. I very much appreciate the guidance & patience from the staff at DATCP. [My consultant] is brilliant at her job and has created a detailed feasibility study and business plan to help me visualize the possibilities."

Roots Down Farm

Description

In production since 2007, Roots Down Farm is a certified organic CSA farm that grows over 30 different varieties of fruits and vegetables. In addition, they sell at several farmers markets in Dane and Waukesha Counties.

Project Activities

- Developed and implemented a marketing plan
- Created a logo, marketing materials, and a website

Results

- Increased sales by \$35,780.00
- Received 70 new customers
- Retained three jobs

Producer says:

"Our CSA is filling up faster and is larger than before this project. The new website improves communication, convenience for CSA members, and the overall brand. Marketing and efficiency improvements helped us reach our sales goals."





On-Farm Food Safety for Fresh Fruit and Vegetable Growers

Another goal of the Buy Local, Buy Wisconsin program is to address barriers that face the development of local food systems. One such barrier that was identified is the need for additional resources for on-farm food safety practices. The on-farm food safety project below has developed some useful tools and resources for producers.

Phase One: Assessment

The overall goal of the Food Safety Project for the Wisconsin Fresh Fruit and Vegetable Industry was “to enhance the competitiveness of specialty crop producers in Wisconsin by assessing the food safety needs of fresh fruit and vegetable producers and by developing best practices to meet the needs identified.” DATCP contracted with FamilyFarmed.org to perform an analysis and devise recommendations regarding the current state of on-farm food safety within the Wisconsin produce industry. FamilyFarmed.org engaged industry representatives as well as stakeholders to participate in the needs assessment and contribute to overall project content and process. The needs assessment revealed that challenges exist for buyers, growers, distributors, and regulators. Please visit <http://datcp.wi.gov/OnFarmFoodSafety> for a full look at the assessment findings.

Phase Two: Implementation

The goal of phase two was to provide the resources and tools growers need to implement best food safety practices at their growing operations. DATCP contracted with the Wisconsin Potato and Vegetable Growers Association and the University of Wisconsin-Extension to implement the recommendations created during phase one.

Workshops: Two series of workshops were conducted for two audiences of growers: 1) those wanting to obtain on-farm food safety certification, and 2) those wanting to learn food safety principles and create a food safety plan. There were six food safety workshops conducted throughout Wisconsin from March 25 – April 15, 2011. These trainings helped fruit and vegetable growers answer a wide variety of food safety questions, such as:

- How will new federal food safety legislation affect my operation?
- Do I need to be GAP certified?
- Do I need a food safety plan?
- What are the basics and best practices of food safety?
- What are the first steps in writing a food safety plan?
- What are the latest retail supplier certification requirements?

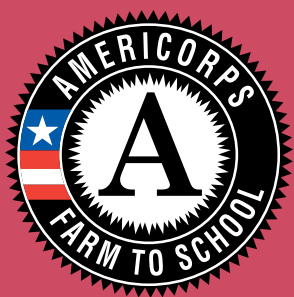
Interactive Webtool: This web-tool, <http://datcp.wi.gov/OnFarmFoodSafety> gives growers a reliable source of information that will make it possible to develop food safety plans, prepare for third party audits, and ultimately grow safe produce for consumers. Some of the key elements of the web-tool include:

- A starting point for growers seeking answers to basic food safety questions.
- Advanced information covering third-party certification and the audit process.
- Sample food safety plans.
- Templates for the creation of Standard Operating Procedures documents, food safety audits, and food safety checklists.
- A concise list of resources and funding opportunities available to growers.
- Critical links to food safety information, including links to universities, government sites, and industry organizations.

Train the Trainer Series: The primary focus of the train the trainer program was to provide education and resources for county based extension professionals. To accomplish this goal a four session, online webinar training series was developed. Each session was developed to educate trainers about a specific aspect of food safety. Extension agents were encouraged to invite other individuals who might serve as a resource for this information to attend. The on-farm food safety webinar training was held in March 2012 and included four 90-minute sessions. These sessions were archived and are available online. Session topics included:

- Food Safety Essentials: An Overview of Good Agricultural Practices and How to Apply Them on Small Farms – *Dr. Erin Silva*
- Good Handling Practice Guidelines for Fresh Market Vegetables – *John Hendrickson*
- Third Party Food Safety Audits: Details and Dilemmas – *Betsy Bihn*
- Building a Food Safety Plan/GAP/GHP and WI resources for you – *Betsy Bihn and Teresa Engel*





Farm To School Statewide Efforts

DATCP is continuing its local, regional and statewide farm-to-school efforts with the support of strong inter-agency partnerships including: the Department of Health Services (DHS); the Department of Public Instruction (DPI); Research, Education, Action and Policy on Food Group (REAP); Wisconsin Rural Partners; Michael Fields Agriculture Institute; and the University of Wisconsin-Madison Center for Integrated Agricultural Systems.

One example of the success of this partnership is the implementation of the Wisconsin AmeriCorps Farm To School Program. AmeriCorps Farm To School works to decrease childhood obesity by promoting healthy eating habits in students and increasing access to local foods in schools. Since 2008, AmeriCorps Farm To School has partnered with 13 host sites and placed over 60 service members throughout the state. Each year the program serves over 15,000 Wisconsin students. AmeriCorps members build relationships with local farmers helping to address needs in food distribution, processing, and pricing. Members also develop and implement a curriculum and wellness plan that teaches students about healthy lifelong eating habits.

Other statewide programs and activities the inter-agency group is working on include:

Farm To School Toolkits

- The Wisconsin Farm To School Toolkits for nutrition directors and producers can help you create a successful Farm To School program in your community. These toolkits are interactive and useful for beginners as well as for programs that are more advanced. Toolkits include a wealth of information that will help you plan your Farm To School program, source locally grown fruits and vegetables in season, work out purchasing details, estimate quantities, set prices, educate students, market your program and develop strong community partnerships. The toolkits also include links to invaluable online resources. You may find the toolkits at: www.cias.wisc.edu (search Farm To School toolkits)

DPI programs

- The DPI provides the curriculum “Nutritious, Delicious Wisconsin” and the Wisconsin Nutrition Education Standards. The nutrition curriculum educates school teachers, staff, administration, food service staff and community members on how to connect the cafeteria to the classroom. The Wisconsin Nutrition Education

Standards promote teaching students about healthy eating and nutrition through eating local and other actions. DPI also administers the U.S. Department of Agriculture's Fresh Fruit and Vegetable program. This program provides funding for elementary schools that have more than half of their students participating in the free or reduced lunch program. Additional money is also provided to purchase fresh fruit and vegetables for snack. Students receive a fresh fruit or vegetable snack at least three times per week throughout the school year, and teachers are encouraged to discuss nutrition education in the classroom.

DHS programs

- The DHS in partnership with other organizations have created the *Got Dirt?* toolkit and *Got Veggies?* curriculum. The purpose of these initiatives are to increase access to and consumption of fruits and vegetables through school, childcare and after school vegetable gardens. The initiatives have the following components:

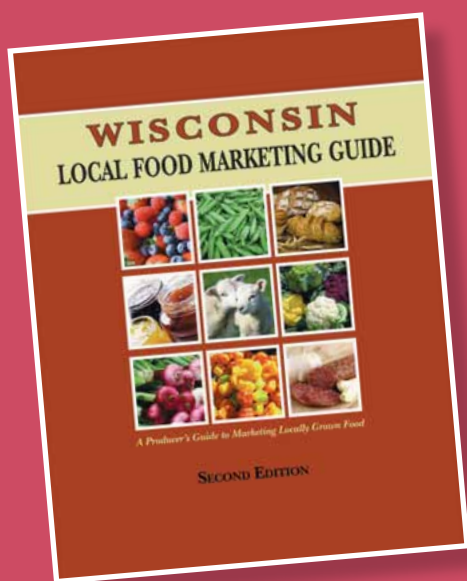
Training: Hands-on skill building experience for teachers, childcare providers and after school coordinators to prepare them to start gardens as well as how to find other expertise in their community.

Resources: The *Got Dirt?* Toolkit provides information on various gardening techniques (cold frames, microfarms, container gardens and classroom activities) and ideas for nutrition education. *Got Veggies?* is a garden-based nutrition education curriculum designed to get children to eat more fresh fruits and vegetables.

Funding for these initiatives was provided by the UW School of Medicine and Public Health from the Wisconsin Partnership Program. For more information about these initiatives go to <http://www.dhs.wisconsin.gov/health/physicalactivity>.

The Farm To School Advisory Council: Throughout 2011, the Wisconsin Farm To School Advisory Council met to increase statewide communications, provide policy advisement, and assist with farm to school outreach activities.





Wisconsin Local Food Marketing Guide

The second edition of the Wisconsin Local Food Marketing Guide is available in printed form and on the BLBW website. This 132-page soft-cover book offers step-by-step instructions to producers on how to begin a new business venture, sell products directly or wholesale, and understand details on rules, regulations, licensing, and liability. The first edition of this publication earned the 2009 American Library's Association's Notable Document award and received the 2008 Wisconsin Distinguished Document Award administered by the Wisconsin Library Association Government Roundtable for its design, content, and relevancy. Highlights of the second edition are new business profiles, more marketing tools, and additional information on artisan meat, wine, and beer production. Look for a third edition in 2013.

ADDITIONAL WISCONSIN MARKETING PROGRAM ACTIVITIES 2011

SavorWisconsin.com

The SavorWisconsin.com website is connecting consumers with Wisconsin farmers, retailers, restaurants, farmers' markets and food related events. This online directory helps consumers locate foods and products across Wisconsin, allowing visitors to customize their search criteria with a simple keystroke. Businesses can also create a FREE profile to be part of the search listing.

Consumers can easily find Wisconsin products and food-related events at SavorWisconsin.com. About 40,000 people visit SavorWisconsin.com monthly. This online directory allows visitors to search by company name, product, or location. Over 1,900 producers, hundreds of local food retailers and restaurants, and a large listing of farmers' markets are available at SavorWisconsin.com and demonstrate the abundance and diversity of Wisconsin products.

With an array of products available from right here in Wisconsin, SavorWisconsin.com helps consumers access and purchase locally grown, produced, and manufactured products to support Wisconsin's local producers and businesses. Additional producers, business owners, and event coordinators are encouraged to create a free profile to showcase local foods. Visit www.SavorWisconsin.com. We're connecting consumers hungry for local goods with the people who produce them!

SavorWisconsin.com started in late 2002 and has since been guided by DATCP, University of Wisconsin-Extension, and the Wisconsin Apple Growers Association. The SavorWisconsin.com project is funded through Federal Specialty Crop Grants and partner support.



Something Special *from* Wisconsin™

Something Special *from* Wisconsin™ is a trademarked marketing program administered since 1983 by the Division of Agricultural Development at DATCP. The trademark guarantees that at least 50% of a product's ingredients, production, or processing activities are from Wisconsin. Over 440 companies are currently members of the SSfW™ program and are able to use the logo on their labels, packaging, signage, website and other advertising venues.

In 2011, SSfW™ increased communication to members and consumers through social media, and the website, www.somethingspecialwi.com. SSfW™ also introduced the online Member Corner, where companies can apply to the program, manage their membership, and have access to the SSfW™ graphics. Members are able to see the SSfW™ point of sale signage that is available to them at no extra charge. This past year SSfW™ expanded the signage offering to include double sided wet erase boards in three sizes in addition to the shelf talkers, shelf sliders and danglers.

The SSfW™ program also significantly expanded partnerships to offer additional marketing opportunities to members. Specifically, partnerships were formed with the Institutional Food Market Coalition (IFM) at Dane County UW Extension, Wisconsin Grocers Association, Madison Food & Wine Show, Wisconsin Restaurant Association, and Discover MediaWorks. The Local Food Expo, an event put on in partnership with IFM in September 2011, connected local food producers and processors with large volume buyers from institutions and distribution companies. Member companies also exhibited at the Madison Food & Wine Show, where 30 SSfW™ member companies gained exposure to over 6,500 attendees. Every year grocers show increasing support of the buy local movement, and this year was no exception. This past year grocers held more in-store sampling promotions than ever before, showcasing SSfW™ member products.

For more information, visit www.somethingspecialwi.com. Also connect with us on Facebook and Twitter.



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For more information about this publication, please visit: datcp.wisconsin.gov, under Business, Buy Local Buy Wisconsin

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Buy Local, Buy Wisconsin Program

2011 Annual Impact Report

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